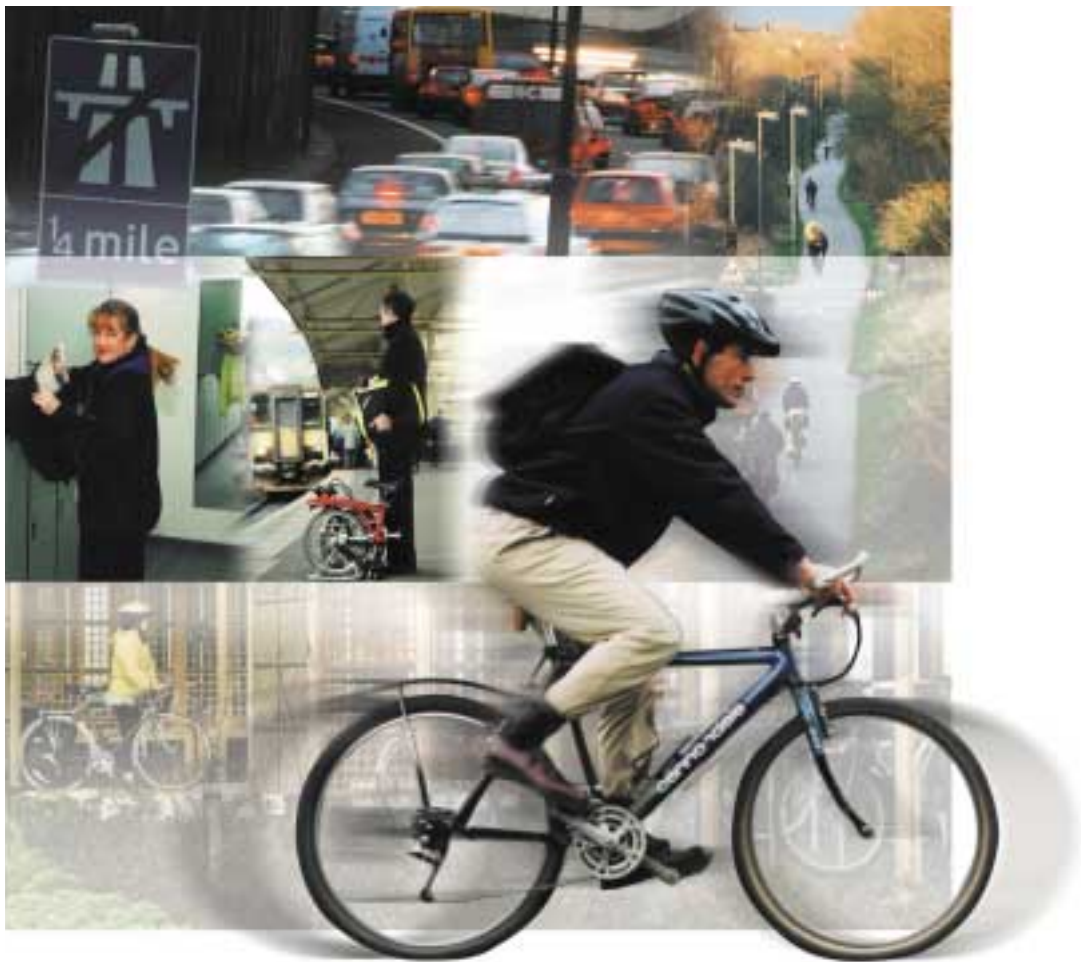


# Travel Plans

## New Business Opportunities for Service Providers to Cyclists and Walkers



ENERGY EFFICIENCY

BEST PRACTICE  
PROGRAMME

## ABOUT THIS GUIDE

The purpose of this Guide is to make you aware of the new business opportunities available to you as a result of other organisations promoting walking and cycling.

The Guide aims to introduce you to the fast growing area of travel plans, to demonstrate the wide range of new business opportunities available to you, and to show how you can get closely involved, and if necessary take the lead, in introducing new initiatives.

It is one of a series of Guides published by the Energy Efficiency Best Practice Programme for commercial organisations who may benefit from selling their services or products through travel plans.

This Guide is likely to be of value to:

- retailers of cycles and cycling accessories including safety and security equipment;
- manufacturers of specialist cycles such as folding cycles;
- suppliers of rucksacks and similar items;
- cycle training and safety organisations;
- manufacturers of cycles, cycling accessories, and cycle storage equipment;
- retailers and manufacturers of footwear and weather protection clothing;
- associated businesses supplying, for example, workplace storage systems, shower equipment or personal security items;
- retail and business associations such as Chambers of Commerce.

*Photographs supplied by  
Julia Bayne (Sustrans)*

### ACKNOWLEDGEMENTS

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Association of Cycle Traders  
Boyco Products  
Brompton Bicycle Limited  
Cycling Touring Club  
Halfords Ltd  
Mawrob  
Pedestrian Association  
Raleigh Industries Limited  
Sustrans  
SWOV Institute for Road Safety  
Research Netherlands



## WHAT IS A TRAVEL PLAN?

A travel plan is a package of measures aimed at bringing transport and other business issues together into a co-ordinated strategy, with an emphasis on reducing reliance on single-occupancy car travel. Many organisations are introducing travel plans to encourage their staff, students or visitors to travel other than by private car, thus reducing congestion, pollution and the demand for parking space. Many travel plans are already being implemented but the next few years will see the rate of introduction of new plans quicken, bringing a wide range of opportunities for many businesses.

Travel plans are principally designed to increase choice and reduce reliance on the car. They are also implemented to assist in managing the transport needs of an organisation. They are being introduced predominantly for journeys to or from work or for journeys made during the course of the working day. They involve the introduction of incentives for people to change their mode of travel, such as through discounts or interest free loans for alternative transport modes, sometimes coupled with restrictions on the use of private cars, or increases in the cost of using cars – essentially a “carrot and stick” approach.

There are other guides which give further information about travel plans and their benefits. See Annex A for details.

Suppliers of products and services relevant to walking and cycling can play a key role in promoting and adding value to travel plans. Growth in the popularity of walking and cycling represents a major business opportunity and suppliers are encouraged to work proactively with travel plan organisers to market their goods and services positively.

### THE POTENTIAL FOR MORE CYCLING AND WALKING

In 1996 the Department of Transport launched the National Cycling Strategy (NCS) which set targets for increasing the number of trips made by cycle. Some 45% of all journeys made, including car trips, are less than two miles in length.

For much of the year, a proportion of these trips could be made by cycle. Through promotion of your products and services, you can encourage individuals who make these short distance trips by car to consider the cycling alternatives.

The market for combined cycle and rail journeys is substantial, but largely untapped. Some 60% of the UK population live within a 15 minute cycle ride of a railway station. A study commissioned by the Government cites “In principle, private operators seem willing to make better provision for cyclists”. Key areas for action set out by the study include secure cycle parking at stations, information provision and including cyclists in marketing strategies to provide a seamless journey.

The 1996/98 National Travel Survey stated that walking accounted for 27% of all journeys – 80% of journeys under one mile. After the car, walking is the most frequently used mode of transport and many walk trips form one stage of a longer car or public transport trip.

The Government is presently developing guidance on encouraging walking. Local authorities are establishing Local Transport Plans that encourage more people to walk through various measures to ensure they are safe. With increased promotion by employers, walking may once again become an important mode for the commuter, for short trips during the working day, and, importantly, for school aged children.



### GOVERNMENT TARGETS TO INCREASE CYCLING

#### Central Target

Quadruple the number of trips by cycle (on 1996 figures) by the end of 2012.

#### Local Targets

Local Authorities and other transport providers and trip generators to set local targets which will contribute to the central targets to increase cycle use.

#### Future Targets

Reverse the decline in walking.

#### National Cycling Strategy.

Department of Transport. July 1996

## TRAVEL PLAN CYCLING AND WALKING INITIATIVES

### OPPORTUNITIES FOR SUPPLIERS

As explained above, travel plans usually contain a package of measures including those aimed at promoting more cycling and walking. Even if an organisation does not have a formal travel plan, it could still be active in encouraging more cycling and walking.

Cycling and walking are fast, efficient and reliable for shorter journeys, and can lead to a healthier lifestyle. Organisations implementing travel plans will have limited knowledge about the products and services that you can offer. This is an opportunity for you to inform them through taking a proactive role in generating new business.



### CYCLING INITIATIVES

The types of initiative that are most commonly used to encourage more cycling include:

- provision of cycle parking facilities on sites;
- improved cycle access to the site, often in partnership with local authorities;
- interest-free cycle loans and discount arrangements for employees;
- showers at work for cyclists, and other facilities such as lockers;
- cycle repair facilities calling at sites;
- “get you home” arrangements for poor weather and emergencies;
- training in cycle safety and maintenance;
- provision of pool cycles or scooters.

Evidence suggests that there is a considerable latent interest in cycling and many companies already tap into this by providing an interest-free loan to buy a bicycle, access to discounts and appropriate safety equipment and waterproof clothing. Such measures are likely to increase the demand for cycling – a demand that you could exploit.

The current thrust of marketing of cycles and cycling is towards the leisure and “lifestyle” market and the cycling enthusiast. With the increased promotion of cycling by employers, a new market will develop for the commuter/business user. The needs of these two market sectors may differ and suppliers have an opportunity to differentiate their products accordingly.

Some commuting cyclists require a low maintenance bike with easy to use, reliable lights and some sort of facility to carry personal belongings, such as work documents. Further requirements for commuters include mud and chain guards and a comfortable touring saddle.

North Bristol NHS Trust provides pool bikes for local journeys. For longer journeys, two folding bicycles are made available to staff to enable combined cycle and bus/train journeys.



## TRAVEL PLAN CYCLING AND WALKING INITIATIVES

Travel plans also encourage other alternatives to car travel including the use of public transport. Folding cycles offer a very attractive solution for reaching sites which are further than a short walk from rail stations or bus routes. Cycle suppliers and manufacturers could address this opportunity in helping organisations with their travel plans.

Two recent reports from the Transport Research Laboratory found that many potential cyclists had difficulty finding a suitable bike and associated equipment and simply did not know where to start looking for information and advice. This is undoubtedly a gap in the market which you could exploit.

Organisations promoting cycling are likely to be more successful if they have contacts and partnerships with suppliers such as yourselves. Some of the products and businesses they need contact with are:

- cycle manufacturers;
- cycle and cycle accessory retailers;
- outdoor clothing;
- secure cycle parking facilities;
- shower and locker facilities at work;
- safety equipment and other accessories;
- security equipment manufacturers and suppliers;
- cycle lights and other accessories;
- luggage carriers.

Swansea Council has created a “cycle pool” from which council staff can borrow a bike to travel to meetings at local authority sites.

Employees are also being offered a 10p a-mile incentive to use their own bikes to get to work.

### WALKING INITIATIVES

The types of initiative that are most commonly used to encourage more walking include:

- more direct walk routes through sites;
- in partnership with other organisations and local authorities, better lighting and signing and other measures to assist confidence and personal security both on and off sites;

- provision of on-site facilities, for example, a bank or shop to reduce needs to travel off site at lunchtime and so reduce the need to bring the car to work at all;
- discounts and other promotions on footwear, weather-protective clothing and other products.

Research shows the key to encouraging people to walk more often is safe, clean, well designed streets which are free from fast traffic and uneven pavements. The document “Personal Security Issues in Pedestrian Journeys” produced by Crime Concern and Social Research Associates includes examples of best practice to improve personal security for pedestrians. Examples include:

- using audits to target areas for improvements;
- creating pedestrian strategies for areas where those on foot feel most at risk;
- identifying safer routes to school, thus reducing the need for children to be “dropped off”;
- encouraging small-scale campaigns and initiatives to encourage people to walk.

Organisations promoting walking are likely to be more successful if they have contacts with suppliers such as yourselves who provide:

- outdoor clothing;
- luggage carriers;
- personal safety and security e.g. personal alarms;
- suitable footwear;
- umbrellas.



## REWARDS FOR YOU AS A SUPPLIER OF TRAVEL PLAN SERVICES

Your business is likely to gain financially if you are able to provide products or services related to cycling and walking to organisations implementing travel plans.

Stockley Park and Southampton Hospital have both liaised with local cycle shops to arrange discount cycle and cycle accessory purchases for employees.

Through getting involved in partnerships with organisations wanting to promote cycling and walking you are likely to gain from:

- an increased market size;
- wider general promotion;
- higher local profile.

Travel plans represent a major potential growth sector; since the number of businesses throughout the country implementing travel plans is increasing rapidly.

It is up to individual suppliers to decide how involved to become, whether locally or on a wider national scale, through alliances and partnerships, but the benefits are potentially very large.

### WHAT EXTRA COSTS MAY BE INCURRED?

This will largely depend on how involved you choose to become in travel plans. You may decide to employ a new member of staff with sole responsibility for promoting your products and services to local businesses, or you may leave this to your marketing department. You may need to take on more staff to handle any increase in demand.

Independent manufacturers and traders or those in smaller towns may feel they do not have the resources or scale of potential demand to become active. They should discuss their ideas with their local Chamber of Commerce or their national trade organisation to develop marketing materials and initiatives.

Working closely with local cycle manufacturer Raleigh, Nottingham City Council negotiates bulk cycle purchases on behalf of local companies.

Raleigh is now looking at setting up a van service that visits local companies with a travel plan to service cycles, sell merchandise or offer training on site.

The Stockley Park Consortium operates a cycle pool scheme – six cycles can be borrowed for up to two weeks at a time. It also organises a Bicycle User Group (BUG) which organises cycling promotion events and cycle surgeries.

National Bike Week – Held in June each year. Halfords first became involved in this event in 1998 through sponsorship. Contact your local authority officer and tell them you want to get involved with local events.



## GETTING STARTED

To get more closely involved, possibly even take the lead in the process, contact the designated officer in your Local Authority to discuss initiatives in more detail. These officers are sometimes known as Travelwise or Green Transport Offices (contacts are shown in Annex B). Better still, many local authorities have set up travel plan panels, or commuter planner clubs with local employers. These aim to help develop partnerships to assist in the implementation of travel plan measures. They may realise excellent opportunities to sell your products and services to the largest employers in the area.

Developing partnerships both for cycling and walking is one of the many ways forward in encouraging these modes of transport. For example, site-based “Bicycle User Groups”, representing cyclists at a particular site, can work together with local authorities and suppliers to raise awareness of their needs.

There is also an increasing emphasis between health and transport in recognition of the health benefits of cycling and walking. Partnerships between health promoters and transport practitioners are developing to encourage more cycling and walking.

There is no reason why you should not be proactive in getting initiatives going – schemes you set up are likely to become a strong element of travel plans at a later stage. You could for example:

- contact a senior staff member at the ten largest employers in your area offering to supply cycles or accessories at a discount;
- call a meeting of interested parties to get a travel plan club established;
- meet with other retailers and service suppliers to consider joint promotions.

### WHAT CAN YOU OFFER –

#### SOME IDEAS TO SET YOU THINKING

- Product range analysis – do you provide stock that meets the requirements of the walking or cycling commuter?
- Accessory ranges – can these products enable, for example, a leisure bicycle to meet the requirements of a commuting bicycle?
- Marketing and publicity – does this focus just on leisure pursuits? Could you target information and promotional material on cycling and walking for the everyday commuter?
- Promotional opportunities at new development sites or local employment sites – are employers offering a “Bike to Work Day” that you can get involved with or organise for them?
- Could you offer an on-site repair service or free vouchers if your customer spends over £20 on accessories?
- Could you offer a bike or accessory for a prize draw, to encourage employees to complete a travel survey?
- Further information – can you provide individuals with more information on cycling and walking, such as maps of local and national cycle routes from Sustrans or provide information on public rights of way routes both local and national from the Pedestrian Association?

This list is not exhaustive. It is designed to get you thinking about what you have to offer and what business opportunities there are. Initiatives have to be tailored to meet the needs of each individual organisation, site and area. New initiatives are needed constantly to help organisations developing travel plans come up with solutions that are going to have a significant and long-lasting impact on their employees’ travel behaviour. Through working together in partnership, you have a major opportunity to effect this change and to realise benefits both for yourself and for society.

## ANNEX A SOURCES OF INFORMATION

### TRAVEL PLAN GUIDES

There are many guides available on how to implement a travel plan. The Government has recently published two guides which are free and give an excellent overview of the subject:

- **Preparing your organisation for transport in the future: The benefits of Green Transport Plans.**
- **A Travel Plan Resource Pack for Employers: an Essential Guide to developing, implementing and monitoring a travel management strategy for your organisation.**

Both of these are available free through the Environment and Energy Helpline on 0800 585794.

### GENERAL ADVICE ON TRAVEL PLANS

Several organisations can offer general advice on setting up and running travel plans. The ones listed here may be able to help you directly, or may refer you to other local or more detailed sources depending on the nature of your enquiry.

Association for Commuter Transport (ACT)  
Glenthorne House  
Hammersmith Grove  
London W6 0LG

Tel: 020 8741 1516  
Fax: 020 8741 5993  
E-mail: [mail@act-uk.com](mailto:mail@act-uk.com)  
<http://www.act-uk.com>

An association for employers, and a source of advice and information on travel plans. Meetings are held regularly, to which all members are welcome. For advice or information about joining ACT, contact Andy Costain or Katherine Mitchell.

Environment and Energy Helpline  
Tel: 0800 585794  
Email: [etbppenvhelp@aeat.co.uk](mailto:etbppenvhelp@aeat.co.uk)  
Website: <http://www.energy-efficiency.gov.uk>

The Environment and Energy Helpline can provide free, independent information and advice on travel plans.

Department of the Environment, Transport and the Regions (DETR)  
Zone 1/22  
Great Minster House  
76 Marsham Street  
London  
SW1P 4DR

Contact: Helen Evans  
Tel: 020 7944 4904  
Fax: 020 7944 2167  
E-mail: [Helen\\_Evans@detr.gsi.gov.uk](mailto:Helen_Evans@detr.gsi.gov.uk)

The DETR is the Government Department responsible for transport and environmental policy. DETR can provide information on government policy in the area of travel plans.

- The DETR website also contains information on travel plans and can be viewed at <http://www.local-transport.detr.gov.uk/travelplans/index.htm>

The Government's White Paper on the Future of Transport "*A New Deal for Transport*" is available from:

The Stationery Office Publications  
Centre  
PO Box 276  
London  
SW8 5DT  
Tel Orders: 0870 600 5522

### CYCLING ADVICE

SUSTRANS  
35 King Street  
Bristol  
Tel: 0117 929 0888  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

SUSTRANS (SUStainable TRANSport) is the charity co-ordinating the building of the national cycle network and the Safe Routes to School initiatives. It has information regarding Green Transport Plans for schools, which will relate to other organisations.



## ANNEX A SOURCES OF INFORMATION

Cyclists' Touring Club (CTC)  
Cotterell House  
69 Meadow  
Godalming  
Surrey  
GU7 3HS

Tel: 01483 417217  
Fax: 01483 426994  
E-mail: [cycling@ctc.org.uk](mailto:cycling@ctc.org.uk)  
Website: [www.ctc.org.uk](http://www.ctc.org.uk)

The Cyclists Touring Club provides advice for cyclists on insurance, legal and technical issues. It also co-ordinates a public affairs policy group (C-PAG) representing cyclists.

London Cycling Campaign  
Website: [www.lcc.org.uk](http://www.lcc.org.uk)  
Tel: 020 7928 7220  
Fax: 020 7928 2318  
E-mail: [lccoffice@lcc.ndirect.co.uk](mailto:lccoffice@lcc.ndirect.co.uk)

### WALKING ADVICE

Pedestrians Association  
31-33 Bondway  
London  
SW8 1SJ

Tel: 020 7820 1010  
Fax: 020 7820 8208  
Website: [www.pedestrians.org.uk](http://www.pedestrians.org.uk)

The Pedestrians Association campaigns to improve safety and conditions for pedestrians – better pavements, better crossings, less traffic and less pollution. It aims to encourage more people to walk.



## ANNEX B LOCAL AUTHORITY CONTACTS

The list below provides contacts within Local Authorities who have a responsibility for travel plans. This list was current at the time of preparation of the Guide, and will be updated from time to time reflecting the rapidly growing numbers of local authority staff being given a travel plan brief to manage

### NORTHERN ENGLAND

Greater Manchester Passenger  
Transport Authority

Fiona Hamilton 0161 234 3338

Blackpool Borough Council

Ian Thompson 01253 476181

Bolton M.B.C

Paul Feehily 01204 333333 ext. 6113

Bradford Metropolitan District Council

Martin Revill 01274 757420

Bury M.B.C

Tony Williams 0161 253 5273  
t.williams@bury.gov.uk

Calderdale Council

David Holdstock 01422 392160

Cheshire County Council

Jamie Matthews 01244 603996

Cumbria County Council

Ken Blenchairn 01228 606739

Durham County Council

Hugh Stevenson 0191 383 3926

Kingston Upon Hull City Council

Graham Hall 01482 612024

Knowsley M.B.C

Michael Cairns 0151 443 2366

Lancashire County Council

Howerd Booth/Kathy Stacey 01772 263649

Leeds City Council

Jonathan Brown 0113 247 8914

Lincolnshire County Council

Andrew Thomas 01522 553153

Liverpool City Council

Steve Lindfield 0151 233 4304

Manchester City Council

Nigel Gilmore 0161 234 4063

Merseytravel

Sarah Dewar 0151 330 1296

North East Lincolnshire Council

Stephen Kempke 01472 324262

North Lincolnshire Council

Mike May 01724 297470

Northumberland County Council

Gordon Harrison 01670 533975

Oldham M.B.C

Joanne Betts 0161 911 4346

Peak District Nat. Park

Martin Smith 01629 816200

Rochdale M.B.C

Nick Clarke 01706 864371

Rotherham M.B.C

Joanne Vine 01709 822186

Salford M.B.C

Darren Findley 0161 793 3849

Stockport M.B.C

Paul Dandy 0161 474 4394

St Helens M.B.C

John Harrison 01744 456188

Sunderland City Council

Amelia Forrester 0191 553 1524

Tameside M.B.C

Carol Willgoose 0161 342 3920

Trafford M.B.C

Josie Wride 0161 912 4397

Wakefield City Council

James Stephenson 01924 206060

Warrington Borough Council

Mike Batheram 01925 442684

Wigan M.B.C

Barry King 01942 404234

Wirral M.B.C

Steve Whitehouse 0151 666 4005

York City Council

Daniel Johnson 01904 613161

Daniel.johnson@york.gov.uk

### CENTRAL ENGLAND

Birmingham City Council

Mike Cooper 0121 303 7249

Mike\_Cooper@birmingham.gov.uk

Cambridge City Council

Graham Hughes/David Parkin 01223 457177

Cambridgeshire County Council

Wyn Hughes 01223 717500

Centro

William Staniforth 0121 214 7079

Coventry City Council

Jan Cook 024 7683 2041

Derby City Council

Christine Durrant 01332 715037

Christine.durrant@derby.gov.uk

## ANNEX B LOCAL AUTHORITY CONTACTS

Derbyshire County Council  
 Steve Cannon 01629 580000 ext. 7148  
 Dudley M.B.C  
 Don McDougal 01384 815433  
 Gloucestershire Country Council  
 Paul Hardyman 01452 425557  
 Ipswich Borough Council  
 John Jacobs 01473 262061  
 Leicester City Council  
 Howard Thomas 0116 252 6563  
 Leicestershire County Council  
 Dave Abbot 0116 265 7263 ext. 7178  
 Norfolk County Council  
 David Cumming/Paul Holloway 01603 222733  
 Nottingham City Council  
 Jennie Maybury/Jeremey Prince 0115 915 5218  
 Nottinghamshire County Council  
 Steve Colvert 0115 977 4365  
 Oxford City Council  
 Peter Man 01865 252167  
 Oxfordshire County Council  
 Rachel Gover 01865 815496  
 Rutland County Council  
 Ashley Holland 01572 758290  
 Sandwell M.B.C  
 Alan Tilly 0121 569 4261  
 Shropshire County Council  
 Martin Withington 01743 253131  
 Solihull M.B.C  
 Kay Shilton 0121 704 6000  
 South Gloucestershire  
 Lesley Organ 01454 863607  
 Staffordshire County Council  
 Nick Lloyd/Sonia Atkins 01785 276610  
 Stoke-on-Trent City Council  
 Austin Knott/John Nichol 01782 232635  
 Telford and Wrekin District Council  
 Colin Knight 01952 202100  
 Walsall M.B.C  
 Marie Newton 01922 652561  
 Warwickshire County Council  
 Sally Silk 01926 413428  
 travelwise@dia1.pipex.com  
 Wolverhampton M.B.C  
 Nick Kitchen/Lydia Barnstaple 01902 556556 ext. 5684  
 Worcestershire County Council  
 Maggie Clark 01905 766809

### SOUTH WEST ENGLAND

Aldershot, Rushmoor Borough Council  
 Peter See 01252 398241  
 Bristol City Council  
 Alistair Coxs 0117 903 6713  
 Cornwall County Council  
 Joan Mallard 01209 820611  
 Devonshire County Council  
 Leslie Smith/Simon Timms 01392 383246  
 Dorset County Council  
 Jennifer Pritchard 01305 225085  
 Exeter City Council  
 Nathan Davies/Ruth Sanders 01392 265178  
 Plymouth City Council  
 Nigel Twinn 01752 772630  
 Poole Borough Council  
 Kathy Saunders 01202 262051  
 Portsmouth City Council  
 Marie Barbour/Paul Denyer 023 9283 4876  
 Somerset County Council  
 Mark Thompson 01823 565455 ext. 8114  
 Southampton  
 Valerie Smith 023 8083 3240  
 Swindon Borough Council  
 Lorna Bell 01793 466449  
 Wiltshire County Council  
 Andrew Stuck 01225 713388

### SOUTH EAST ENGLAND

Bedfordshire County Council  
 Sue Birkett 01234 228208  
 Bexley London Borough Council  
 Frank Baxter 020 8303 7777 ext. 3663  
 Bournemouth Borough Council  
 John Satchwell 01202 454654  
 Bracknell Forest Borough Council  
 Kevin Tidy 01344 351170  
 Brighton and Hove Council  
 Andy Renaut 01273 292477  
 Buckinghamshire County Council  
 Stefan Dimic 01296 382834  
 Ealing Borough Council, London  
 Ashis Choudhury 020 8579 2424  
 East Sussex County Council  
 Eric Portchmouth/Simon Crew 01273 482309  
 Essex County Council  
 Nina Miller 01245 437120  
 Hampshire County Council  
 Heidi Hutton 01962 847732

